

# EXHIBIT 111



# DSP REPORT

DEMAND-SIDE PLATFORMS | WAVE 10 | 2021

Google Platforms



Have Confidence in Every  
Business Decision You Make

## METHODOLOGY AND RESPONDENT PROFILE

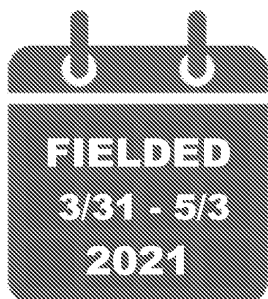


### SAMPLE:

Marketer and Agency contacts from The Advertiser Perceptions Ad Pros Community and trusted third-party partners as needed



Our Ad Pros Community represents the brands and agencies that are spending the most on advertising and marketing in the U.S. We continuously update, supplement, and refine the community based on movement in the market.



### QUALIFICATION:

- Employed in the U.S.
- Involved in the purchase of programmatic advertising
- Used or plan to work with DSPs in the past/next 12 months
- Minimum \$1 Million Annual Digital Ad Spend



# RESPONDENT PROFILE

DEMAND SIDE PLATFORMS REPORT  
1H 2021

## JOB TITLE/LEVEL

C-Level	17%
VP, SVP, EVP, President	26%
Director/Supervisor	36%
Department Head/ Group Manager	7%
Manager	12%
All Others	2%

## Fortune 500

Yes	35%
No	65%

## PRIMARY DSP USAGE:

Managed Service	56%
Self-Service	44%

## ANNUAL DIGITAL AD SPEND:

Mean	\$95M
\$50M+	30%
\$10M-\$50M	41%
\$1M-\$10M	29%

## SELL PRODUCTS ON AMAZON

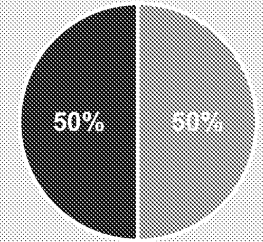
Yes	42%
No	58%

## PRIMARY DSP USAGE: AGENCY vs. MARKETER

Managed Service: Marketer	61%
Managed Service: Agency	39%
Self-Service: Marketer	36%
Self-Service: Agency	64%

## MEDIA INVOLVEMENT:

CTV/OTT	80%
Mobile App	78%
Omnichannel	62%



Agency vs. Marketer

## HOLDING CO. vs. INDEPENDENT (AGENCY RESPONDENTS)

Larger holding company	47%
Independent agency	53%